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# PRICE LIST

SPRING 1921

from

HOWARD E. GATES

FLORIST

THE FLOWERPHONE 121

At The **S**ign of The **G**ates

West Center and Illinois Anaheim, California





### A PERSONAL WORD FROM HOWARD E. GATES

We believe we have the fastest growing nursery and florist business in Orange County. Our average monthly volume of business for 1920 was ten times the business of our first month, April, 1919.

This growth we attribute to the following reasons.

1. Absolute honesty in our business dealings. Telling the truth about our stock and guaranteeing it. If by accident you buy something that is not true to name we will replace it upon your report.

2. Handling a large stock of the choicest, fresh cut flowers in their seasons.

3. Keeping on hand a large stock of wire designs and accessories for making up floral designs on short notice.

4. Carrying the largest number of varieties of choice rose plants carried by any florist in Orange County.

5. Doing nothing but the best work in our lawn jobs and whatever we attempt.

6. Selling at a fair price, both to you and ourselves.

7. By trying to keep one jump ahead of our market.

8. By giving the best possible service in deliveries and accommodating our patrons.

9. Giving telephone orders the best attention.

10. We are in the business because we like it, not because we expect to get rich.

We Thank You

HOWARD E. GATES

### TERMS

Cash, except to persons who are known to us and who wish to open an account.

### DELIVERIES

Free delivery of cut flowers and plants in Anaheim.

Free delivery of cut flowers and floral designs amounting to two dollars or more in Fullerton.

Delivery to other points at cost.

## PRICE LIST

Common names used where possible.

### FERNS

	Each
Asparagus Deflexus Scandens .....	\$ .25
Asparagus Deflexus Scandens .....	.75
Asparagus Deflexus Scandens, in hanging baskets.....	3.00
Asparagus Plumosus .....	.15
Asparagus Plumosus .....	.25
Asparagus Spengerii .....	.15
Asparagus Spengerii .....	.25
Asparagus Spengerii .....	1.25
Asparagus Spengerii, in hanging baskets, \$1.75 to .....	5.00
Boston Ferns and other types of house ferns.....	1.00
Boston Ferns, and other types of house ferns.....	1.75
Boston Ferns, and other types of house ferns .....	2.50
Boston Ferns, and other types of house ferns.....	3.00
Boston Ferns, and other types of house ferns.....	7.00
Woodwardia and other mountain ferns .....	.50
Outdoor Sword Ferns .....	.15

### SHRUBS

	Each
Bridal Wreath (Spirea) .....	.75
Boxwood, Japanese, 15c, \$1.50, \$3.00 and .....	5.00
Boxwood, English, 10c, 15c, \$1.50 and .....	\$5.00
Bamboo, dwarf .....	.75
Coprosma Bauerii, Varnish plant .....	.75
Cotoneaster Horizontalis .....	.75
Cotoneaster Pannosa .....	.50
Cotoneaster Angustifolia .....	.75
Crataegus Pyracantha .....	.75
Diosma Alba, Breath of Heaven, 75c and.....	1.00
Euonymus Microphyllia, Poor Man's Boxwood, 15c, 50c, \$1.50, \$5.00	
Euonymus Japonica Aurea, \$2.00 to .....	4.00
Euonymus, Golden, 50c and.....	.75
Euonymus Alba Marginata, White Edge .....	5.00
Eugenia Myrtifolia, \$7.50 and .....	10.00
Grevillea Thielmannia .....	.75
Guava Strawberry .....	.50
Hypericum, St. John's Wort .....	.50
Heather, Erica Melanthera, 50c, 75c and .....	2.00
Holly, California .....	.75
Hibiscus, single, pink and red .....	.75
Hibiscus, double, pink and red .....	.75
Kumquat .....	1.50
Lantana, dwarf, 15c and .....	.35

Lantana, trailing .....	35
Lonicera Nitida, shrub honeysuckle .....	.50
Laurel, Portugese .....	.75
Laurustinus, 50c, 75c and .....	2 00
Lemon Verbena .....	.75
Myrtle Common, Myrtis Communis, 15c and .....	.75
Oleander, pink, yellow, white, 15c and .....	.75
Pittosporum, white edged .....	.50
Privet, golden 15c and .....	.75
Privet, Japanese for hedges, per hundred .....	4.00
Privet, Nepal, 25c and .....	.35
Privet, Nepal for hedges, per hundred .....	4.00
Syringa .....	.75
Snowball .....	.75
Spanish Broom .....	.75
Wygelia, pink and red .....	.75
Veronica, red and blue .....	.50

## MISCELLANEOUS PLANTS

	Each
Aspidistra .....	2.00
Agathea for borders .....	.15
Begonia, house varieties, 15c and .....	.50
Begonia, outdoor bedding .....	.15
Batchelor buttons, Cornflower, per dozen .....	.35
Canterbury Bells .....	.15
Cyclamen, \$1.00, \$1.50, \$2.00 and .....	2.50
Carnations, white, pink, rose pink, red, 15c each. Doz.....	1.50
Columbine, single yellow .....	.50
English Daisy, per doz. ....	.50
Dracena Indivisa .....	.25
Dianthus, old fashioned pinks .....	.15
Dusy Miller, Centaurea Cardidissima, 10c and .....	.15
Fuchsias, various varieties, 15c and .....	.50
Forgetmenot, blue .....	.10
Geraniums, single and double, red, rooted cuttings .....	.03
Geraniums, 10c each. Dozen .....	1.00
Heliotrope, 35c and .....	.50
Hydrangeas, pink .....	.35
Jerusalem, cherry, 25c and .....	.50
Marguerites, single, yellow, white and double white .....	.15
Marigold, African, per dozen .....	.35
Mesembrenthemum, ice plant, pink and yellow .....	.15
Penstemon, per dozen .....	.75
Poinsettias .....	.50
Pelargoniums, Lady Washington Geraniums .....	.15
Pampas grass .....	.75
Phlox, perrennial .....	.35
Pansies, Steele's Mastodon mixed, per dozen .....	.50

Rose Plants, see special list.	
Shasta Daisies, per dozen .....	.75
Snapdragon, all colors, per dozen .....	.50
Stock, all colors, per dozen .....	.50
Santolina, for borders .....	.05
Salvia, red .....	.35
Verbena, mixed, per dozen .....	1.00
Violets, Princess of Wales, per dozen .....	1.00
Umbrella Grass .....	.35

## BULBS, ETC.

Agapanthus, blue .....	.35
Calla Lillies .....	.10
Elephants' Ears, Caladiums, 50c and .....	1.90
Gladiolus, best varieties, per dozen .....	1.00
Iris, Everblooming blue .....	.10
Daffodils, Jonquils, Paper Whites, Amaryllis, and other bulbs in season.	

## VINES

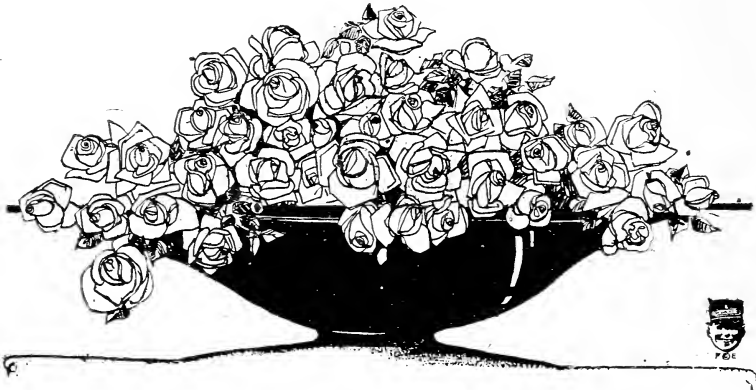
Australian Pea .....	.50
Bignonia Cherrerii, red trumpet vine .....	.75
Bignonia McKennii, pink trumpet vine .....	.75
Bignonia Tweediana, yellow trumpet vine .....	.75
Bignonia, Venustus, orange yellow, trumpet vine, 50c and .....	.75
Bougainvillea, Braziliensis, large flower.....	1.00
Ficus Repens, 20c and .....	.35
Honeysuckle, white, pink and yellow .....	.75
Jasmine, yellow .....	.75
Plumbago, blue, 25c and .....	.50
Potato vine, white .....	.75
Potato vine, blue .....	.35
Streptosolon Jamiesonii, Browallia or Mad. Modjeska Heliotrope .....	.50
Tecoma Jasminoides .....	.75
Virginia Creeper or Boston Ivy .....	.25
Wistaria, white, pink, lavender .....	3.00
Wire vine .....	.50

## TREES

Araucaria Bidwelli .....	2.50
Araucaria Excelsa, Star or Norfolk Island Pine .....	5.00
Acacia Baileyana .....	.75
Acacia Melanoxylon, Black Acacia .....	.75
Cerus Deodora, Himalayan Cedar .....	3.50
Eucalyptus, per 100 .....	4.00
Jacaranda Mimosaefolia .....	.50
Italian Cypress .....	1.50
Monterey Cypress, per 100 .....	4.00
Tangerine .....	1.50

## PALMS

Cocos Plumosus, \$3.00 and .....	8.00
Kentia for house .....	5.00
Phoenix Canariensis, date palms .....	2.00



## ROSE LIST

By testing many kinds of roses we have found the following list to be the best for this locality. Varieties marked with \* are the varieties we recommend to customers who are not well enough acquainted with roses to make their own selection.

These roses are own root, field grown, two year old plants, except the larger size Los Angeles, which have been budded. We find own root roses more satisfactory than grafted or budded. We receive them bare root and put them into gallon cans from which they can be transplanted to the ground any day in the year.

## THE NEWEST ROSES

Lillian Moore, Indian yellow, \$1,000 prize winner at

Panama-Pacific Exposition .....	1.00
*Los Angeles, flame pink, \$1.50 and .....	2.00
*Ludwig Moller, the yellow Frau Karl Druskii .....	1.25
*Mrs. Charles Bell, shell pink radiance .....	1.00
*Mrs. Henry Winnett, a wonderful red .....	1.00
Premier, deep pink .....	1.25
Clbg Gen. McArthur, red .....	2.00
Clbg. Hoosier Beauty, dark red .....	1.00



## GENERAL ROSE LIST

### BUSH ROSES, 75c EACH

Admiral Ward, dark red.	Mrs. Aaron Ward, golden yellow.
American Beauty, red	Mrs. A. R. Waddell, reddish saffron.
Clara Watson, flesh.	Mrs. Charles Russell, deep pink.
Dutchess de Brabant, pink.	*National Emblem, dark red.
*Edward Mawley, dark red.	*Ophelia, salmon flesh.
Etoile de France, dark red.	Papa Gontier, red.
*Frau Karl Druskii, white.	Perle d'Or, copper Cecil Brunner.
George Elger, yellow Cecil Brunner.	*Radiance, pink.
*Gen. McArthur, red.	Radiance, red.
Georgious, orange yellow.	Ragged Robin, red.
*Hoosier Beauty, dark red.	*Sunburst, yellow.
Jon. J. L. Mock, silvery pink.	Tipperary, yellow.
*Kaiserin, white.	White Cecil Brunner.
Killarney, double white.	*White Cochet, pink outer petals.
*Lady Hillingdon, yellow.	Willowmere, shrimp pink,
*La Detroit, shell pink.	*Winnie Davis, pink.
*Maman Cochet, pink.	
Mad. Abel Chateney, carmine rose.	
*Mad. Cecil Brunner, pink.	
Mad. Caroline Testout, pink.	
*Mad. Ed. Herriott, reddish copper.	

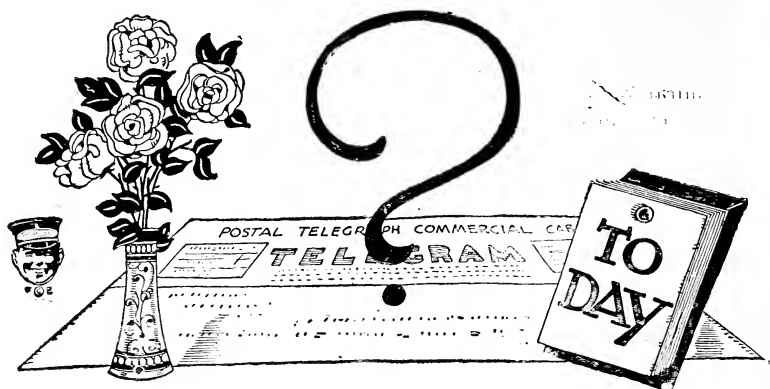
## BUSH ROSES

We have a limited number of bush roses in some of the above varieties, and some varieties not listed above which will sell for 50c each.

## CLIMBING ROSES

### 75c EACH

Bouquet de Or, yellow.	*Clbg. Kaiserin, white.
Cherokee Pink.	Clbg. Killarney, pink.
(Cherokee Red.	Clbg. Liberty, red.
Cherokee white.	*Clbg. Maman Cochet, pink.
Clbg. Abel Chatenay, pink.	*Clbg. Sunburst, yellow.
*Clbg. Cecil Brunner, pink.	*Clbg. White Cochet.
Clbg. Caroline Testout, pink.	*Clbg. Winnie Davis, pink.
Clbg. Etoile de France, dark red.	Clbg. Wootton, red.
Clbg. Shawyer, peach pink.	Gold of Ophir, copper.
Clbg. Gruss An Teplitz, red.	Lamarque, white.
*Clbg. Hoosier Beauty, dark red.	Henrietta, red.



## The Florist Telegraph Delivery Association

The Florist Telegraph Delivery Association is an association composed of nearly two thousand up to date florists who have put the delivering of flowers at distant points on a business basis. They have made it possible to order flowers through your florist and have them delivered thousands of miles away in an hour or two. The service is guaranteed all the way through. A special telegraph blank has been made to facilitate this work.

There is no additional charge for this service, except the telegraph toll and if the order is placed early enough it may be mailed.

We are members, and have information on the best way to reach any village in the country. We have current eastern price lists on file too.

Try it.

## YOUR LAWN

The planting of a lawn is a task that should be trusted only to honest and experienced workmen.

Honest workmen, because a lawn requires a certain amount of seed and labor that the dishonest might skimp on.

Experienced workmen because to secure a smooth, even surface and to scatter the seed evenly are things that only the experienced laborer can do.

Every man to his trade and lawn making is a trade.

## Have Your Lawn Made By Men Who Know

Our usual charge for a new lawn in Anaheim is \$2.50 per hundred square feet. We furnish tools, seed, labor, commercial fertilizer and cover with shavings. In cases where there is much soil to be moved or other adverse conditions to be met a higher charge must be made.